

Page 1 of 2



ORDER

Contract / Revision 21161 Flight Dates 10/05/10-10/11/10

<u>Original Date / Revision</u> 09/29/10 / 10/07/10 <u>Order Sep</u> 00:15:00

Advertiser SINK FOR GOVERNOR/D Product Estimate #

Agency MEDIA STRATEGIES AND RIAgency Com 15% Billing Type Cash

Agency MEDIA STRATEGIES AND RIAgency Com 15% Billing Type Cash

Buying Contact Billing Contact Order Type GENERAL

Buying Contact Billing Contact Order Type GENERAL
Billing Cycle EOM/EOC

1580 LINCOLN ST
SUITE 510
DENVER CO 80203

1580 LINCOLN ST
SUITE 510
Demographic A35-64

DENVER, CO 80203

DENVER, CO 80203

Demographic A35-64

Rev Codes AGY POLITICAICIA

Primary Account Executive Sales Office RWWSB Product Codes PL1

Vann Smith Sales Region Regional Priority P-1

Account Executive Order% Agency Ref Advertiser Ref

Vann Smith 100%

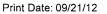
Order Share % Market Value

Competing Station	% of Order	Amount
WCLF	%	
WEDU	%	
WFLA	%	
WFTS	%	
WFTT	%	
WHTR	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WXPX	%	

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2010 49 \$10,208.50 \$12,010.00 0.00 09/27/10 10/11/10 49 \$10,208.50 \$12,010.00 Totals 49 \$10,208.50 \$12,010.00 0.00

In Ch		r	1								Tota	als
Ln Ch		End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 7	7 10/05/1	0 10/11/10	M-F 5a-6a Rotator	CM	5a-6a	M-W	:30	1	\$40.00P-3	0.00 NM	2	\$80,00
			5a-6a Rotator									400.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				:		
	: 10/04/10	10/10/10	W	1	\$40.00	0.00						
Week:	: 10/11/10	10/17/10	M	1	\$40.00	0.00						
N 2 7	7 10/05/1	0 10/11/10	ABC 7 News at Su	nrise CM	6-7a	MTWTF	:30	4	\$125.00P-3	0.00 NM	5	\$625,00
			ABC 7 News at Su	ınrise				•	\$,20.00.	0.00 14141	J	Ψ023.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	: 10/04/10	10/10/10	-TWTF	4	\$125.00	0.00						
Week:	: 10/11/10	10/17/10	M	1	\$125.00	0.00						
N 3 7	7 10/05/1	0 10/11/10	M-F GMA	СМ	7-9a	MTWTF	:30	4	\$175.00P-3	0.00 NM	5	\$875.00
			Good Morning Am	erica					4.70.00.	0.00 14101	,	\$075.00
	Start Date	End Date		Spots/Week	Rate	Rating						
	: 10/04/10	10/10/10	-TWTF	4	\$175.00	0.00						
Week:	10/11/10	10/17/10	M	1	\$175.00	0.00						
N 4 7	7 10/05/1	0 10/11/10		СМ	8-9a	SS	:30	2	\$90.00P-3	0.00 NM	2	\$180.00



Page 2 of 2



Contract / Revision

21161

Flight Dates 10/05/10-10/11/10

Hiatus Dates

Original Date / Revision 09/29/10/ 10/07/10

Order Sep 00:15:00

Advertiser SINK FOR GOVERNOR/D Product

Estimate #

											Tota	als
Ln Ch	Start	End	SHANGARITE SHOPE	Break	Start/End	Time Days	Len Spots		Rate Pri	Rtg Type	Spots	Amount
	Start Data	End Data	Sat/Sun GMA	0								
	Start Date 10/04/10	End Date 10/10/10	<u>Weekdays</u> SS	Spots/Week	<u>Rate</u> \$90.00	Rating				1		
	10/11/10	10/17/10		2		0.00 0.00						
N 5 7	10/05/1	0 10/11/10	ABC 7 News at 5r	CM	5-530p	MTWTF	:30	4	\$225.00P-3	0.00 NM	5	\$1,125.00
			ABC 7 News at 5				.00	,	QZZ 0.001 0	0.00 14111	9	Ψ1,120.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				:		
	10/04/10	10/10/10	-TWTF	4	\$225.00	0.00						
N 6 7	10/11/10	10/17/10	M	1	7	0.00				:		
NO /	10/05/1	0 10/11/10	ABC 7 News at 53 ABC 7 News at 53	•	530-6p	MTWTF	:30	4	\$275.00P-3	0.00 NM	5	\$1,375.00
s	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/10/10	-TWTF	4	—	0.00						
Week: 1	0/11/10	10/17/10	M	1	\$275.00	0.00						
N 7 7	10/05/1	0 10/11/10	ABC 7 News at 6p		6-630p	MTWTF	:30	4	\$500.00P-3	0.00 NM	5	\$2,500.00
_			ABC 7 News at 6p									
<u>S</u> Week: 1	Start Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week	Rate	Rating						
Week; 1		10/10/10 10/17/10	M	4	\$500.00 \$500.00	0.00 0.00						
N 8 7		0 10/11/10	ABC 7 Sat News a	t 7n CM	7-730p	0.00	120	1	£450.00D.2	0.00 NIN	4	0450.00
,	10/03/1	0 10/11/10	ABC 7 Sat News a		7-730p	5-	:30	1	\$150.00P-3	0.00 NM	1	\$150.00
<u>s</u>	Start Date	End Date		Spots/Week	Rate	Rating				:		
Week: 1		10/10/10	S-	1	\$150.00	0.00				1		
Week: 1		10/17/10		0	\$0.00	0.00						
N 9 7	10/05/1	0 10/11/10	ABC 7 Sun News		630-7p	S	:30	1	\$150.00P-3	0.00 NM	1	\$150.00
		E . 1.0 . (ABC 7 Sun News	•								
ు Week: 1	Start Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 1		10/10/10 10/17/10		0	\$150.00 \$0.00	0.00 0.00						
N10 7		0 10/11/10	M-F 7-730p	CM	7-730p	MTWTF	:30	4	\$225 AAD 2	0.00 NIM	_	¢4.405.00
	, 0, 00, ,	0 10/11/10	M-F 7-730p	Civi	7-730p	IAI I AN 1 L	.30	4	\$225.00P-3	0.00 NM	5	\$1,125.00
<u>s</u>	tart Date	End Date		Spots/Week	Rate	Rating				:		
Week: 1		10/10/10	-TWTF	4	\$225.00	0.00				:		
Week: 1		10/17/10	M	1	\$225.00	0.00				:		
N 11 7	10/05/1	0 10/11/10	M-F 730-8p	СМ	730-8p	MTWTF~-	:30	4	\$250.00P-3	0.00 NM	5	\$1,250.00
S	tart Date	End Date	M-F 730-8p Weekdays	Spots/Week	<u>Rate</u>	Dating						
Week: 10		10/10/10	-TWTF	4	\$250.00	Rating 0.00						
Week: 1	0/11/10	10/17/10	M	1	\$250.00	0.00						
N 12 7	10/05/1	0 10/11/10	M-Sun ABC 7 New	s at 10M	M-F 11-1135	p / SamTwTF	:30	4	\$350.00P-3	0.00 NM	5	\$1,750.00
			M-Sun ABC 7 New			•					Ü	\$1,700.00
· · · · · · · · · · · · · · · · · · ·	tart Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10 Week: 10		10/10/10	-TWTF M	4	\$350.00	0.00				i		
N 13 7		10/17/10 0 10/11/10		1	\$350.00	0.00						
14 15 /	10/03/10	5 10/11/10	M-Sun ABC7 News		1130p-1205	aS-	:30	1	\$350.00P-3	0.00 NM	1	\$350.00
St	tart Date	End Date		s at 11; Spots/Week	<u>Rate</u>	Rating				1		
Week: 10	0/04/10	10/10/10	S-	1	\$350.00	0.00						
Week: 10	0/11/10	10/17/10		0	\$0.00	0.00						
N14 7	10/05/10	0 10/11/10	M-F 1135p-1206a	СМ	1135p-1206a		:30	1	\$125.00P-3	0.00 NM	1	\$125.00
		-	Nightline				-			5.55 (1117)	'	Ψ120.00
	tart Date	End Date		Spots/Week	Rate	Rating						
Week: 10 Week: 10		10/10/10 10/17/10	T	1	\$125.00	0.00						
N 15 7		0 10/11/10	M-Sun ABC 7 New	0 o ot 1014	\$0.00	0.00						
	, U, UU, T	- 10/11/10	M-Sun ABC 7 New		w-⊏ :11-1135	ip / Sa⊢S	:30	1	\$350.00P-3	0.00 NM	1	\$350.00
<u>St</u>	tart Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/10/10	S	1	\$350.00	0.00				i		
Week: 10	0/11/10	10/17/10		0	\$0.00	0.00						
										Totals	40 A	12.040.00